

**Utah Office of Tourism  
Board Meeting  
June 13, 2008 – 10:00 a.m.  
Edge of the Cedars State Park - Auditorium  
660 West 400 North  
Blanding, Utah**

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**Present**

**Board Members**

Kim McClelland  
Colin Fryer  
Hans Fuegi  
Bob Bonar  
Jeff Robbins

John Holland  
Steve Burr  
Bill Malone  
Georgianna Knudson

**Staff**

Leigh von der Esch  
Dave Williams  
Gael Hill

Barbara Bloedorn  
Tracie Cayford

**Guests**

Teri Paul  
Lynne Shumway  
Harold Lyman  
Ronnie Biard  
Pam Hanson  
Susan Taylor  
Burt Hosler  
Lynn Stevens  
Charlie DeLorme  
Jeremy Chase  
Bobbie DaLoz  
Jess Closson  
Steve Driggs  
Chris Webb  
Phil Lyman  
Nathan Rafferty  
Marian DeLay  
Kerry Mystrom

**Organization**

EOC Museum/UT State Parks  
Blanding Visitor Center  
San Juan County Travel Council  
Gouldings Lodge & Tours  
San Juan County Economic Development  
San Juan County Economic Development  
City of Blanding  
San Juan County  
San Juan County  
Struck Creative  
Struck Creative  
Struck/Blitz  
Struck Creative  
City of Blanding  
Saint George Hotel/Restaurant Association  
Ski Utah  
Moab Area Travel Council  
Lake Powell – Aramark

**Welcome**

On behalf of the board, Kim welcomed those in attendance to the meeting and thanked everyone in Blanding and the museum for their hospitality, the wonderful continental breakfast and the transportation from the airport.

Kim introduced our new board member, John Holland who is filling the vacant position that was previously held by Bob Syrett. Kim welcomed John on behalf of the board.

John expressed what a pleasure it is to join the board and to be in Blanding today. John resides in Tropic, Utah. He and his wife have owned a KOA campground near Tropic for 10 years. John is

also the Executive Director of the Scenic Byway 12 Foundation. On the board, John represents San Juan, Garfield, Wayne, Kane and Piute counties.

Charlie DeLorme welcomed John to the board as well. Charlie expressed his appreciation to the board and the UOT for the partnerships that have been created around the state. He also thanked Commissioner Lynn Stevens for hosting some of the board and staff of the UOT for dinner the previous evening. He also thanked Teri Paul from the museum for hosting the meeting and invited the board and staff of the UOT to take a tour of the facilities before they leave the meeting today.

Kim asked everyone in the meeting to introduce them self. Commissioner Stevens welcomed the board and staff to Blanding and thanked them for all of their support.

## **Minutes**

**MOTION:** Bill Malone made a motion to approve the minutes of the May 12<sup>th</sup> board meeting held in Salt Lake during the tourism conference. Steve Burr seconded the motion and it passed unanimously.

## **Cooperative Marketing Report**

Hans and the co-op committee made the following recommendations regarding the co-op funding:

- 1) Continue to have one round of funding per year.
- 2) Committee recommended not setting aside a certain amount of the funding just for billboards but would continue to consider billboards on a case by case basis.
- 3) Recommend keeping the funding cap at \$250,000 per application.
- 4) Recommend not allowing an applicant to receive funding for the same or similar project 2 years in a row. Do not want to become a line item on anyone's budget. Would like projects eventually to stand on their own.
- 5) The committee will come to the board with a recommendation regarding excess funds after this round of funding is complete.

Hans felt that no motion was necessary on these recommendations at this time as none of the recommendations would change the current funding requirements. The co-op committee will bring their recommended funding list for the upcoming round to the next board meeting.

## **Marketing Committee Report**

- 1) Madden

**MOTION:** Bob Bonar made a motion to redirect the \$150,000 allocated for the Madden winter buy, back into the general winter funds. Colin seconded the motion and it passed unanimously.

- 2) Sundance Film Festival

**MOTION:** Bob Bonar made a motion to give \$60,000 for the Sundance Film Festival sponsorship out of the special opportunities budget. Jeff seconded the motion and it passed unanimously.

### 3) Winter Media Buy

Struck Creative and Blitz gave a presentation on the 2008/2009 proposed winter media buy. Items discussed were; campaign objectives, media strategy, target audience, proposed timing, tactics and budget. The proposed budget is \$1,662,130 including agency fees.

Jess Closson from Blitz indicated that they were pleased with the results of the winter 2007/2008 campaign and continuation of success with the non winter 2008 campaign. The 2007/2008 SMARI winter ad effectiveness & ROI results indicate that our national winter media buy is working well and reaching a targeted national audience. The campaign generated over 320,000 incremental trips and strong ROI.

Nathan Rafferty indicated that Ski Utah was going to announce in the upcoming week that they had their 5<sup>th</sup> record ski season in a row. Their numbers are up 4.3% from last year.

Dave Williams showed the summer and winter versions of the Delta ad.

**MOTION:** Hans made a motion to approve the media buy as presented. Georgianna seconded the motion and it passed unanimously.

### Director's Report

- 1) PowWow - Tracie Cayford gave a brief summary of PowWow which was held in Las Vegas with a delegation of over 20 Utah representatives. They had more than 150 appointments with tour operators. The Utah booth was really impressive.
- 2) UTIC/Tourism Conference - Leigh thanked Nan Anderson of UTIC for all of her hard work on the tourism conference, with the legislature and the partnership that she brought to the equation on behalf of the UOT and the state. Nan will be missed as she leaves UTIC to pursue other career interests. We hope to do something special for Nan before her departure.

Leigh indicated that according to a survey of our partners the tourism conference was successful but we will continue to try to make improvements.

- 3) Delta Report – Leigh gave a brief update on the Salt Lake to Paris direct flight reception and other activities that took place for the launch.

### New Business

Bill Malone indicated that UTIC is in the process of reviewing and rewriting the job description to fill Nan's position as Executive Director. Nan has agreed to work through June and part time after that until they find a replacement.

Kim and the board expressed their sincere gratitude to Nan for all of her contributions on behalf of tourism and the state.

Leigh announced that Nick Badami passed away last week. He was very instrumental in the ski industry and will be truly missed.

Leigh spoke briefly about "Create a Summer Memory" which is the new slogan for a radio spot. It was created to encourage people within the state to visit Utah first and plays on national public radio. The budget comes out of the UOT operations budget and will run through September.

Kim indicated that John Holland had agreed to join the co-op committee and Bill Malone had agreed to join the marketing committee. Kim and the board expressed how much we appreciate their willingness to give extra time to work on these committees.

Steve Burr indicated that Utah Rural Summit will be taking place August 7<sup>th</sup> and 8<sup>th</sup> in Cedar City. There will be 5 different workshops on public lands.

There was a brief discussion by some members of the board regarding the possible change in the private-club law as well as other liquor laws in Utah. Hans indicated that as a representative of the Utah Restaurant Association he will go to the next public comment session which is being held next week and he expects to also have representatives there from the Hotel and Lodging Association as well as the Hospitality Association. Bill Malone indicated that they would also have a representative from UTIC attending the meeting and also hopes to have others from economic development associations around the state.

Leigh indicated that the governor appreciates the input and recommendations that come from the board and the associations they represent on these issues.

Bob Bonar extended an invitation to anyone in the group that would like to ski or snowboard in the last couple of weeks that Snowbird is open for business.

## **Public Comment**

Ronnie Biard of Goulding's Lodge & Tours extended an invitation to the group to come to Monument Valley for a tour. Just contact him if you are interested and he will set it up.

City officials from Blanding and San Juan County thanked the board and the UOT office for coming to their area and for their support. They also thanked Charlie DeLorme and everyone in his office for their hard work.

Leigh thanked Charlie DeLorme, Harold Lyman, Lynn Shumway and Susan Taylor for all of their hard work on behalf of their area and on behalf of the state.

Meeting adjourned

The next board meeting will be held Thursday, August 7<sup>th</sup> in Cedar City.